

## Inside this issue:

Behavioral Interviewing	2
Introducing Mark Landmark	3
2006 Exam and Applicant List Dates	3
Personal Profile: Sue Wendt	4

## Upcoming Conferences:

**WI Associations of School  
Boards, District  
Administrators, and  
Business Officials**  
**Jan. 18-19, Milwaukee**

**WI Sheriffs and Deputy  
Sheriffs Association**  
**Feb. 6, Wisconsin Dells**

**WI Chiefs of Police  
Association**

**Feb. 8, Oconomowoc**

**WI Chiefs of Police Assoc.  
4th Class CVT**

**Mar. 8, Wisconsin Dells**

## WISCJOBS IS THE WAY!

As Human Resource professionals we all know that the most effective recruitments begin with well-written and well-placed job announcements. A well-written and properly placed announcement grabs the attention of an applicant pool that will generate the best and most qualified candidates for the job.

To write an effective announcement you must identify your target audience and what they are looking for in a career or job opportunity. With this information you can compose announcements that highlight areas of the position that cater to these desires.

For example, generation Xers desire challenges, opportunities for growth, and rewards for performance. They also value control over their work. In general, generation Xers and Yers seem not to want regulations, policy manuals, or long meetings.

Baby boomers, on the other hand, desire work environments and opportunities to contribute to their communities. They like to provide a public service. Baby boomers enjoy seniority, longevity, pay benefits and health benefits. Employer loyalty and retirement benefits are also high on their priority lists.

After writing your announcement you will need to decide in what media it will be placed. The placement of a job announcement is even more important than one that is well-written.

Even a well-written announcement may result in a small and unqualified applicant pool if it is placed in an ineffective medium. It is also important to be selective in placing ads because of the high cost of advertising in media outlets that are often too generalized to target a specific audience.

This is where your Wisconsin Personnel Partners can assist you. Placing an announcement with us is not only cost-effective

but will guarantee that individuals looking for public sector employment see your announcement.

With growing numbers of people of all ages looking for job opportunities online, the internet has become a first-class media outlet for recruitment advertisements. According to HR Magazine, 80 percent of new college graduates use the internet to look for jobs. With large numbers like this using the World-Wide Web to search for work; employers must place job announcements on the web and place them well.

The State of Wisconsin requires that all state agencies publish vacancies on WiscJobs, the state's official job announcement website. This mandatory requirement means that most, if not all, state government jobseekers use and are referred to the WiscJobs website; which is updated daily.

Web-trends, a tracking method used by the state to monitor the activity of WiscJobs proves the effectiveness and visibility of announcements listed on the site.

October 2005 WiscJobs Visitor Summary	
Visitors per month	51,187
Visitors Who Visited Once	38,992
Visitors Who Visited More Than Once	12,195
Average Visits per Visitor	2.03

For \$135.00 your announcement is printed in our weekly publication of the Current Opportunities Bulletin (COB) and on WiscJobs. Your announcement will appear in the upcoming publication of the COB and remains on the website for up to three months or until your deadline date.

(Continued on page 2)

(Continued from page 1)

Placing an announcement with us in WiscJobs opens your recruitment to a state-wide audience looking for public sector employment, and to an audience interested in working in Wisconsin.

Here are some additional interesting facts about the popularity of our website and the visibility of your announcement:

- There are approximately 2,200 visitors to the WiscJobs website each day.
- Approximately 51,000 visitors each month.
- 12,000 visitors return more than once in a month.
- The average visit per person is approximately 9 minutes.

With an average of nine minutes per visitor it is safe to say that our visitors are actively seeking employment and not just “browsing.” Our visitors are viewing multiple pages of the website including local government opportunities via links to City and County Opportunities.

WiscJobs Visit Summary	
Visits	103,722
Average per Day	3,345
Average Visit Duration	00:09:39
Median Visit Duration	00:02:21
International Visits	1.42%
Visits of Unknown Origin	0.01%
Visits from Your Country: United States (US)	98.57%

So remember when looking for ways to give your recruitments more visibility and looking to narrow your audience give Wisconsin Personnel Partners a call or e-mail your job announcement to [wpp@wisconsin.gov](mailto:wpp@wisconsin.gov) for immediate posting to [WiscJobs.state.wi.us](http://WiscJobs.state.wi.us). We have the knowledge and tools to put you on the map.

## TO BEHAVE OR NOT TO BEHAVE

Behavioral interviewing is a relatively new style of interviewing developed in the 1970's. The most powerful tool in the employee selection process is the job interview and many organizations have turned to this new style of interviewing. By evaluating a person's behavior you can identify candidates who have the traits, characteristics, and skills you have selected as necessary for success in a particular job.

Behavioral interviewing asserts that the most accurate predictor of future performance is the candidate's past performance in a similar situation. In fact, behavioral interviewing is said to be 55% predictive of future on-the-job behavior, while traditional interviewing is only 10 percent predictive. As well as uncovering behavioral traits the interview can also indirectly reveal the experience level of each candidate.

What is behavior interviewing? Behavioral interviews ask each candidate to pinpoint specific instances in which a particular behavior or skill was exhibited in the past. In the best behaviorally-based interviews, the candidate is unaware of the behavior the interviewer is verifying.

In traditional interviews questions are often phrases to directly ask the candidate if they possess a certain trait or skill in which case the answer will most likely be, “yes!” In a behavioral interview the interviewer will ask you to give specific examples of when you demonstrated a particular behavior or skill. These questions often begin

with phrases such as: “Tell me about a time when...” or “Describe a situation in which...”

An effective response to a question such as this possesses certain characteristics that will give the interviewer a better idea of the candidate's conduct in past situations. In answering these questions your candidate should ideally describe in detail a particular event, project, or experience. The candidate should clearly spell out the actions taken and the results of the action or intervention.

Sound like something you'd like to integrate into your recruitment process? Not sure of where to start? Wisconsin Personnel Partners can assist. Our database consists of hundreds of questions in 25 different categories such as communication, team work, and motivation. Let us help you with your next recruitment!

Contact a Partners representative by phone at (608) 266-1088 or by email at [wpp@wisconsin.gov](mailto:wpp@wisconsin.gov) today.



## JOIN US IN WELCOMING MARK LANDMARK

Wisconsin Personnel Partners would like to introduce you to the newest addition to our team, Mark Landmark. Mark joined our team officially on December 12th. He brings to us eight years of experience in testing and exam administration from the Office of State Employment Relations-Division of Merit Recruitment and Selection. Mark was responsible for coordinating and overseeing the 14 test centers across the state. The test center test about 18,000 applicants annually for state government vacancies and applicant pool registers.



Mark is an agricultural graduate of the University of Wisconsin-Madison. He has worked for Green Giant and Ralston Purina companies, and 20 years for Farm Bureau, an agricultural association. While in Farm Bureau he worked in Wisconsin and simultaneously managed and lobbied for the organization in the state of Maine.

While working for the American Farm Bureau in the Chicago area his focus was in training development, farm safety and the young farmer programs. Mark traveled to 49 states and made many trips to Europe while working with U.S. and European young farmers.

Mark has been married to his loving wife, Joyce for four years. They have four children and two grandchildren. This past year they visited Alaska (Mark's "last" state), and recently spent leisure time in both Paris and Prague – a 15-year goal.

Mark is looking forward to helping you meet your needs through Wisconsin Personnel Partners.

## 2006 Exam Dates and Applicant List Due Dates

The following is a list of our 2006 test dates and deadline dates for submitting applicant lists to our office. Applicant lists should be submitted on or before the deadline date with the preferred methods being an e-mailed or faxed document using our Applicant Template. Social Security numbers are needed to access and create testing records for each applicant.. You may call our office to receive an electronic copy of our Applicant Template via e-mail or access the template online at <http://wpp.wi.gov>. If sending applicant lists via U.S. Postal Service please allow ample time for transit through the postal system..

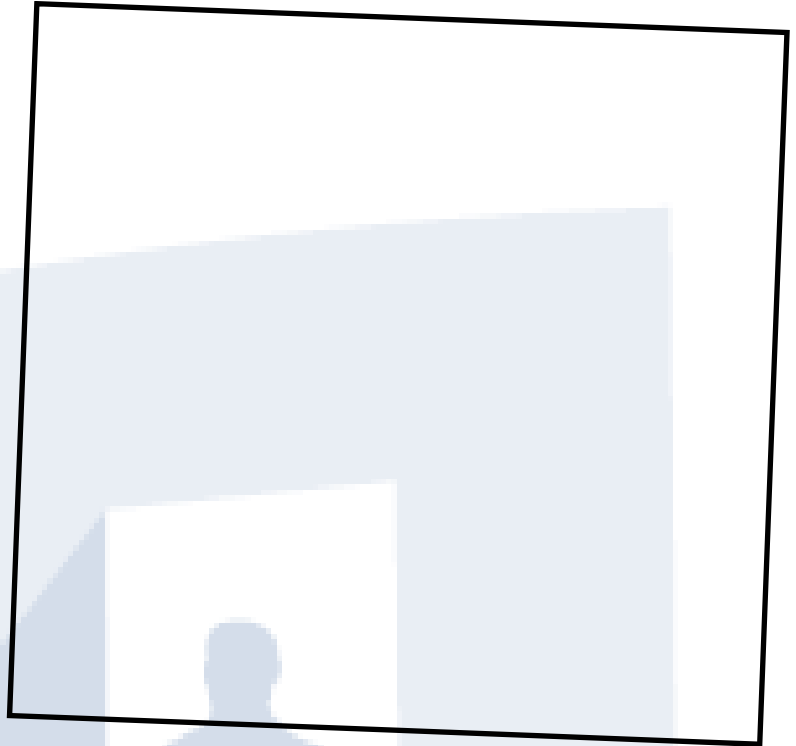
<b>Exam Dates 2006</b>	<b>Applicant List Due</b>
January 14, 2006	December 21, 2005
February 11, 2006	January 23, 2006
March 11, 2006	February 20, 2006
April 8, 2006	March 20, 2006
May 13, 2006	April 24, 2006
June 10, 2006	May 22, 2006
July 8, 2006	June 19, 2006
August 12, 2006	July 24, 2006
September 9, 2006	August 21, 2006
October 14, 2006	September 25, 2006
November 11, 2006	October 23, 2006
December 9, 2006	November 20, 2006
January 13, 2007	December 20, 2006



Office of State Employment Relations  
101 E. Wilson Street, 4th Floor  
Madison, WI 53702

Phone: 608-266-1088  
Fax: 608-267-1000  
Email: [wpp@wisconsin.gov](mailto:wpp@wisconsin.gov)

We're on the web:  
<http://wpp.wisconsin.gov>



## PERSONAL PROFILE: SUE WENDT-GREEN LAKE COUNTY

As a public sector organization, Green Lake County is dedicated to providing quality service to approximately 20,000 citizens. The County's mission statement reads, "each employee of Green Lake County is expected to deal with the public at all times in a prompt, polite and helpful manner." Green Lake County employs 160 people, in a variety of professional, administrative, technical, clerical and elected positions.

In this publication of Personal Profiles, Green Lake County would like to feature Sue Wendt, the first of three people who have expressed that Green Lake County is a "good place to work."

Ms. Sue Wendt has worked for the County since August, 1974. She originally was employed as a part-time Offset Press Operator and two years later accepted a position in the Tax Lister's Department where she recorded deed transfers and prepared tax rolls. In 1989, Sue accepted a position in the Clerk's Office as a Deputy County Clerk. Ms. Wendt has served as Deputy under four elected Clerks, while also serving as the Secretary to the County Board and the Law Enforcement Committee.

Ms. Wendt was instrumental in beginning the Courthouse Union and served as an officer of that union for ten years. Ms. Wendt has varied work tasks such as maintaining committee minutes, preparing

committee agendas, selling marriage licenses and creating Resolutions and Ordinances. Due to her thirty-one years of County service, Ms. Wendt is the employee to "go to" when one wants the history of various departments.

Ms. Wendt is currently involved with the State Elections Board, entering data for each municipality in the County to ensure that the information for the State-wide Voter Registration program is correct. Having recently remarried, Sue and her new "best friend" (husband) are looking forward to her retirement to pursue her interest of collecting antiques and M & M containers.

